

ABSTRACT OF THE DISCLOSURE

A content tracking system consists of a multi-level distributor network including a primary level distributor and a second level distributor for distributing content embodied in a storage medium. A server is included for receiving a tracking identifier that is incorporated with the content embodied in the storage medium and for receiving registration information from the primary level distributor and the second level distributor. The content tracking system includes a database for associating the particular content with the primary level distributor and the second level distributor and for associating transactions derived from the content on the storage medium with the primary level distributor and the second level distributor. The content tracking system is capable of providing credit to the primary distributor and the second level distributor for transactions derived from the content after being distributed by the second level distributor.